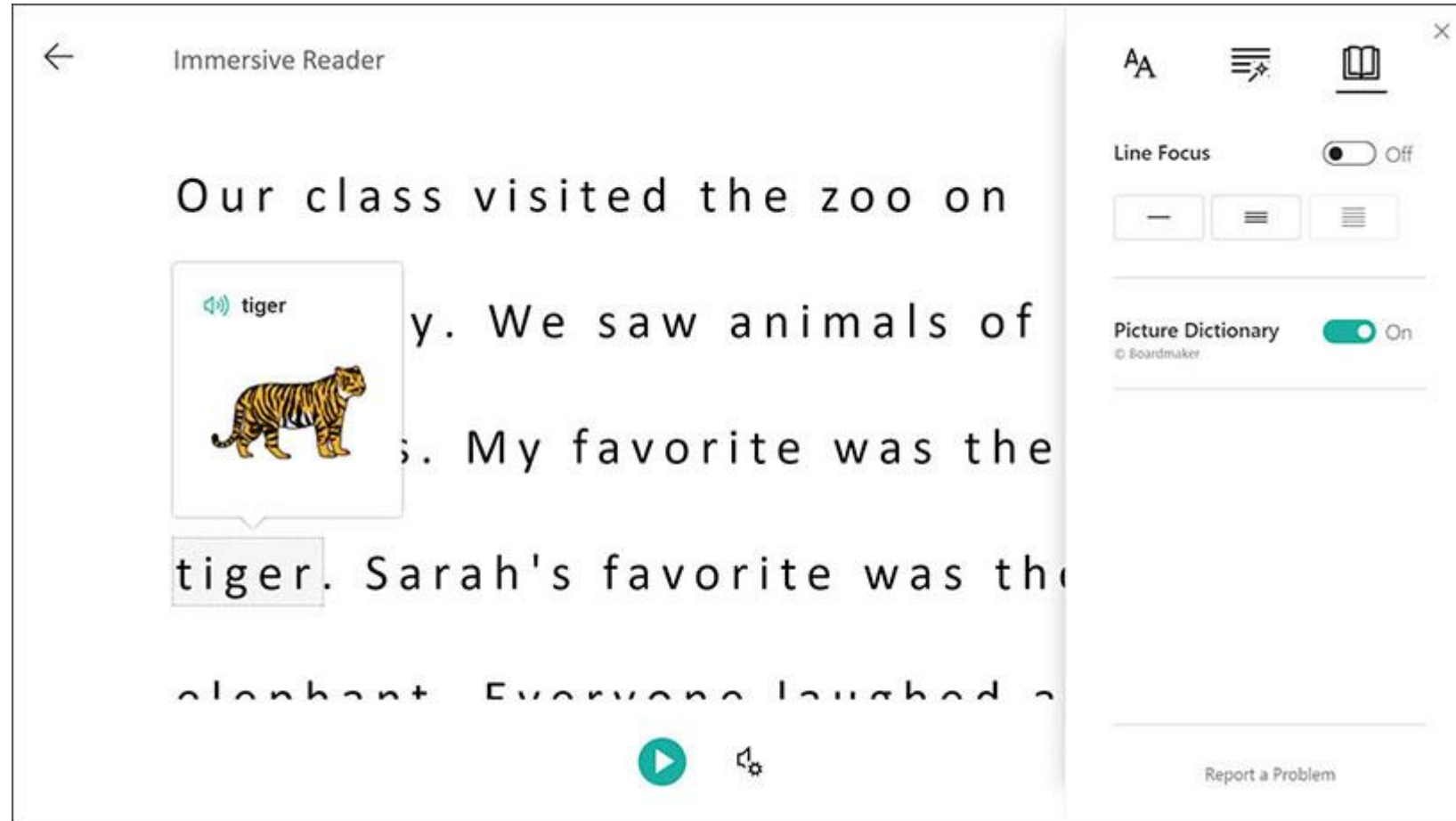




# Immersive reader

*Empower users of all  
ages and abilities*



# Agenda

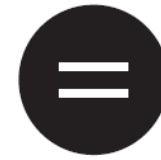
1. Accessibility 101
2. Immersive Reader
3. Cognitive Services API

Disability



Personal  
Health  
Condition

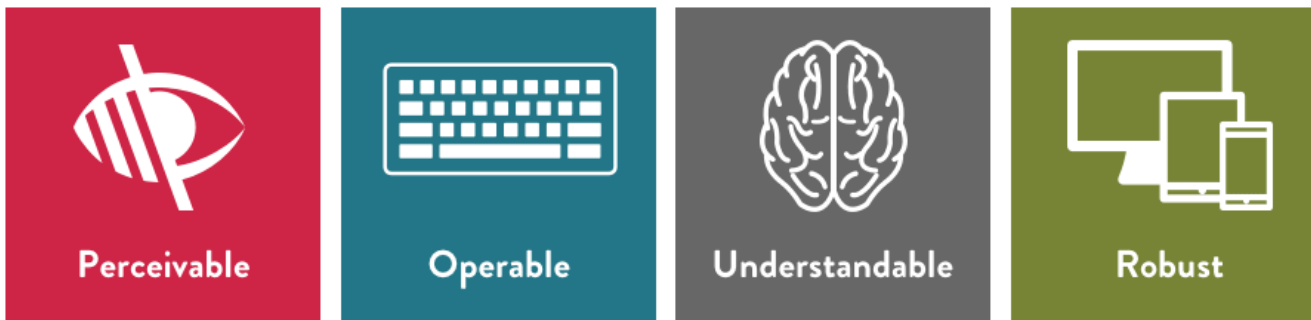
Disability



Mismatched  
Human  
Interactions

# WCAG - 4 main accessibility principles

- Perceivable – *can you see it*
- Operable – *can you use it*
- Understandable – *can you understand it*
- Robust – *it won't break future technologies*



# Azure AI services

## Bot Service

Accelerated development for conversational AI.

## Cognitive Services

Vision, speech, language, decision and search pre-trained services customizable for any scenario.

## Azure Machine Learning

Experimentation and management services for creating AI models with productivity.



# Microsoft Cognitive Services



## Vision

Video Indexer

Computer Vision

Face

Custom Vision

Form Recognizer

Ink Recognizer



## Speech

Speaker Recognition

Custom Speech

Translator Speech

### Unified Speech

Speech to Text  
w. Custom Speech

Text to Speech  
w. Custom Voice

Speech Translation  
w. Custom Translator



## Language

Text Analytics

Immersive Reader

Translator Text

Language Understanding  
(LUIS)

QnA Maker



## Decision

Content Moderator

Anomaly Detector

Personalizer



## Search

Bing Entity Search

Bing Autosuggest

### Bing Search

Web Search

Image Search

News Search

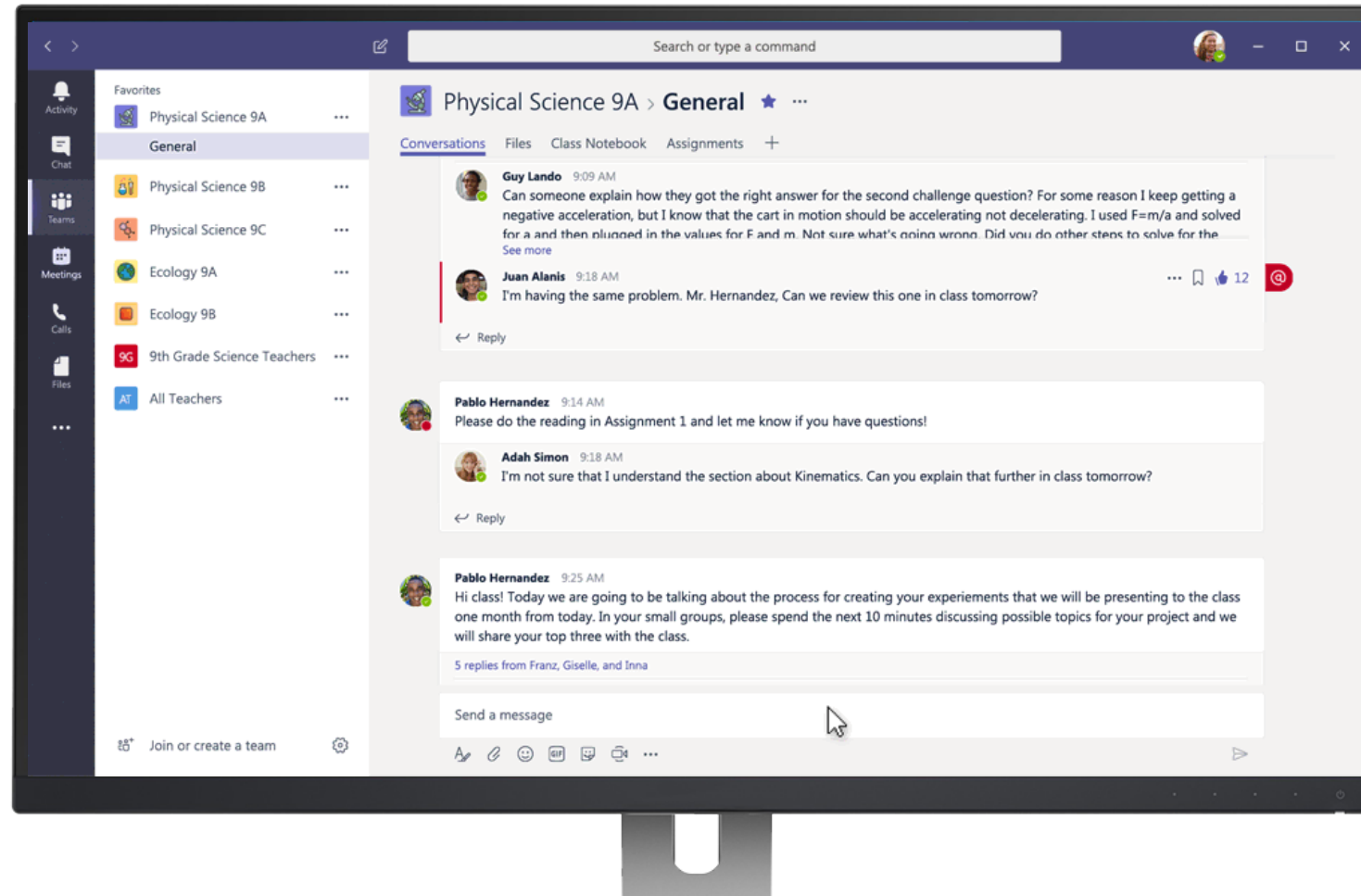
Video Search

Local Business Search

Bing Visual Search

Bing Custom Search





# What can it do?

n. n. adj. n.  
Learning Tools Immersive Reader  
v. n. n.  
creates a reading experience that  
v. n.  
adds accessibility and

Language

Immersive Reader Original | Spanish AA

Learning Tools inmersiva Reader  
crea una experiencia de lectura que  
añade accesibilidad y comprensión

Translate to 60 languages

Learning Tools Immersive Reader  
creates a reading experience that  
adds accessibility and

Pronunciation

Lear·ning Tools Im·mer·sive Read·er  
cre·ates a read·ing ex·pe·ri·ence  
that adds ac·ces·si·bil·i·ty and

Syllables

Learning Tools Immersive Reader  
creates a reading experience that  
adds accessibility and

Pictures



# Pricing

INSTANCE	PRICE in PREVIEW
S0 – Web	\$0 per 1,000 transactions

No SLA during preview period.



[Home](#) > [Cognitive Services](#) > [Marketplace](#) > [Immersive Reader \(preview\)](#) >

# Create

Immersive Reader (Preview)

Name \*

cognitiverpza

Subscription \*

Visual Studio Enterprise

Location \*

(US) East US

Pricing tier ([View full pricing details](#)) \*

S0 (600 Sessions per minute)

Resource group \*

cognitiverpza

[Create new](#)

☒ I confirm I have read and understood the notice below. \*

Create

[Automation options](#)

# Authenticate

Home > Microsoft >

Enterprise applications | All applications (Preview)

Microsoft - Azure Active Directory

- Overview
- Overview
- Diagnose and solve problems
- Manage
- All applications (Preview)
- Application proxy
- User settings
- Collections
- Security
- Conditional Access
- Consent and permissions

<<

+ New application

↻ Refresh

|

Preview info

|

Columns

Want to switch back to the legacy Enterprise Apps search experience? Click to leave the preview. →

Application Type

Enterprise Applications

Applications status

Enabled

Application visibility

Any

Apply

Reset

🔍 ImmersiveReaderAAD

Name	Object ID	Application ID	Homepage URL
<div><div></div><div>ImmersiveReaderAAD</div></div>	baef70b5-d6e6-4033-aeb4-757560909...	7b6bc8f1-4020-4f85-be9f-f5d8649ac2...	



Home >



# cognitiverpza | Access control (IAM)

Cognitive Services

Search (Ctrl+ /)



Add



Edit columns



Refresh



Remove



Got feedback?



Overview



Activity log



Access control (IAM)



Tags



Diagnose and solve problems

## RESOURCE MANAGEMENT



Quick start



Keys and Endpoint



Pricing tier



Networking



Identity



Billing By Subscription



Properties

11

2000

Name ⓘ

Search by name or email

Type ⓘ

All

Role ⓘ

3 selected

Scope ⓘ

All scopes

Group by ⓘ

Role

13 items (11 Service Principals, 2 Unknown)



Name

Type

Role

Scope

### Cognitive Services User



ImmersiveReaderAAD

App

Cognitive Services User ⓘ

This resource

### Contributor



adminrpza

App

Contributor ⓘ

Subscription



demorpza-smarthotel-052a4c

App

Contributor ⓘ

Subscription

Client Application

Azure AD

Resource Web API

1

2

3

4



Token



Token



[Dashboard](#) >

## immersivereaderpza | Application map

Application Insights | Last hour - immersivereaderpza



Search (Ctrl+ /)



Refresh



Feedback



Suggest an idea



Learn more



Troubleshooting



Tags



Diagnose and solve problems

### Investigate



Application map



Smart Detection



Live Metrics



Search



Availability



Failures



Performance



Troubleshooting guides (previ...

### Monitoring

Last hour

Update map components

Exclude 4xx: ⓘ

On

Off

Layout: ⓘ





[Home](#) >

# cognitiverpza | Keys and Endpoint

Cognitive Services

- Overview
- Activity log
- Access control (IAM)
- Tags
- Diagnose and solve problems
- RESOURCE MANAGEMENT
- Quick start
- Keys and Endpoint
- Pricing tier
- Networking
- Identity
- Billing By Subscription
- Properties

<< Regenerate Key1 Regenerate Key2

These keys are used to access your Cognitive Service API. Do not share your keys. Store them securely– for example, using Azure Key Vault. We also recommend regenerating these keys regularly. Only one key is necessary to make an API call. When regenerating the first key, you can use the second key for continued access to the service.

Show Keys

KEY 1

.....

KEY 2

.....

ENDPOINT

https://cognitiverpza.cognitiveservices.azure.com/

LOCATION ⓘ

eastus



**KEEP  
CALM  
IT IS  
DEMO  
TIME**

<https://aka.ms/quickstart-nodejs>

# Demo - Connect your Node.js App

1. Create Cognitive Service
2. Create a Node.js web app with Express.
3. Set up authentication.
4. Add sample content.
5. Build and run the app.
6. Launch the Immersive Reader.
7. Host on Azure app services



# Conclusion

1. Accessibility
2. Immersive Reader
3. Cognitive Services API

<https://aka.ms/ImmersiveReader>



@rorypreddy